Topic: Franchise: the cases of 24 PHO company and 24/7 company and some suggestions for small and medium enterprises in international economic integration in Vietnam

The third prize about scientific research in University of Economics and Business- Vietnam National University, Hanoi

Author: Doan Thi Nhu

Group: K49 - KTDN

Lecturer: MA. Tran Duc Thiep

Prize: The third prize about scientific research in University of Economics and Business- Vietnam National University, Hanoi

Research aims and tasks:

Researching franchise situation in 24 Pho company and 24/7 company and giving suggestions for Vietnam small and medium enterprises to develop based on franchise business in international economic integration.

Topic’s structure:

Except preface and conclusion, my research consists of 3 chapters:

- Chapter 1: Some basic factors about franchise
- Chapter 2: Situation about franchise activities in 24 Pho company and 24/7 company
- Chapter 3: some suggestions for Vietnam’s small and medium enterprises to develop based on franchise business in international economic integration.

Research achievements:

- Finding out the franchise situation in 24 Pho company and 24/7 company.
- Contributing some suggestions for Vietnam’s small and medium enterprises to develop based on franchise business in international economic integration.